



FOR IMMEDIATE RELEASE

**SANTA'S FANTASTICAL IS DEBUTING IN ATLANTA THIS NOVEMBER**  
*Immersive Pop-Up Experience Merges Nostalgia with Art and Technology*

**ATLANTA** (October 16, 2018) - With the holidays just around the corner, the debut of Santa's Fantastical is sure to make the season extra merry and bright. The indoor pop-up offers a family-friendly interactive wonderland, merging timeless traditions with innovative technology. Producing unique visuals, larger-than-life installations, and fun photographic moments, the immersive digital and performance art exhibits will provide a magical escape that is perfect for all ages.

Opening doors in mid-November, the experience will feature a variety of *worlds*; each with their own unique theme. Guests will stroll down Main Street at the North Pole, drop into the Peppermint Palace, visit the land of Unicorn Dreams, be dazzled at the Infinity Ornaments and so much more. The artistic installations provide countless backdrops for picture-perfect moments that include live performances. Curated activities such as digital guest-created artwork and motion sensitive games offer a fresh approach to celebrating the holidays.

Husband and wife team Walt Geer and Sarah Blackman, both native Atlantans, are the visionaries behind Santa's Fantastical. Geer is a co-owner of PictureU; America's largest independent seasonal imaging company. PictureU's Santa and Easter themed operations span over 200 USA and Canada locations and are visited by six million guests annually and served by over 2,000 seasonal associates.

"This is so much more than visual effects, lights, sound, or even a visit with Santa," says Santa's Fantastical CEO Walt Geer. "We want Santa's Fantastical to serve as the perfect setting for bringing people together, a place where labels are left at the door and imaginations can run wild. It's a place where families can connect and new friends can be made, all while bringing the holiday season to life in a big way."

"It is so exciting to be rolling out this amazing new holiday exhibition in the city of Atlanta," says Santa's Fantastical co-founder Sarah Blackman. "We are utilizing a 39,000+ square foot former Babies'R'Us and bringing a fully interactive wonderland to life. We look forward to making it a truly magical experience for all ages to enjoy. Our creative teams are from the worlds of Hollywood movies, animated features, global concert productions, and music festivals and have imagineered some truly ground-breaking visuals."

Santa's Fantastical is located at 1155 Mount Vernon Hwy. #300, Atlanta, GA 30338 at Perimeter Pointe. Tickets are exclusively sold online and include entry into the exhibit as well as a special reservation with Santa. General admission tickets are adults, \$36; ages 3-12, \$32; ages 2 and younger, free. A limited number of seasonal passes are available for \$68. Guests can save 20% off tickets purchased before October 21st by using the code BETHEFIRST. However, these tickets are only valid for entry from November 16th through December 9th, 2018.

For more information on Santa's Fantastical and to purchase tickets, please visit [SantasFantastical.com](http://SantasFantastical.com).

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**ABOUT SANTA'S FANTASTICAL**

Santa's Fantastical is a family-friendly interactive wonderland experience that merges timeless traditions with innovative technology producing unique visuals, larger-than-life installations, and fun photographic moments. For more information, please visit [SantasFantastical.com](http://SantasFantastical.com), or follow @SantasFantasical on social media.

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